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OBSERVANCE  
OF  
NATIONAL 4-H CLUB WEEK

March 1-9, 1947

Reserve

THEME: WORKING TOGETHER FOR A BETTER HOME AND  
WORLD COMMUNITY

National 4-H Club Week will be held March 1 to 9, 1947. The main theme will be, "Working together for a better home and world community." Reports indicate that this year considerable emphasis will be placed on the strengthening and expansion of 4-H Club work on the local basis. Reports indicate also that in a large number of States, National 4-H Club Week will not only be observed by 4-H Club members in "getting set" for a successful year of 4-H work, but in interesting other eligible young people in becoming 4-H members at this time. In such an effort, parents should be informed regarding the 4-H Club program and what it will do for their own young people; the local community should be informed regarding the results that may be expected especially from the standpoint of working toward both a better home and world community; and the outstanding citizens of every rural community should be encouraged to volunteer as local leaders, advisers, or sponsors of various 4-H group activities.

May the observance of the 1947 National 4-H Club Week hasten materially the completion of all necessary adjustments that have to be made by any 4-H Club in becoming reestablished on an effective peace-time basis, and may it develop on the part of all citizens of this nation a genuine appreciation of the values of the 4-H Club program in developing stalwart manhood and womanhood throughout this country.

MAIN OBJECTIVES

The following objectives for the observance of National 4-H Club Week are applicable to the whole country. However, it is suggested that in the local community, only those objectives be selected for emphasis that seem most important in the sound development of the 1947 community 4-H Club program.

1. To make it possible for all 4-H members to become familiar with the 1947 4-H theme and to see that it is emphasized in their 1947 4-H program, particularly in relation to the 10 new 4-H guideposts.
2. To provide 4-H members an opportunity to check up on their own efforts to date in carrying out any 4-H program already started.
3. To give 4-H members an opportunity to reaffirm their intentions of carrying their 1946 club goals to completion.
4. To acquaint parents in every community with what 4-H members are already doing, especially in connection with those activities within the framework of the 10 4-H guideposts.
5. To encourage 4-H Clubs to inventory in their communities, those young people eligible for membership and to stimulate every 4-H member to assume responsibility for enrolling at least one new member and helping him to get started in accordance with sound 4-H Club procedure. Thus, every 4-H member will feel that he is doing his part in attaining the national 4-H goal, "3,200,000 members by 1950."

6. To give recognition to the far-reaching results of 4-H Club work from the standpoint of the nation, State, county, and local community through the press, magazines, and radio. The general public, especially on a Nation-wide basis, is entitled to be adequately informed as to the far-reaching importance of the 4-H Clubs; particularly in helping to "win the peace."
7. To enlist more public-spirited citizens as local leaders and to provide other opportunities whereby public-spirited citizens may be enabled to give further support to the 4-H Club program.
8. To use National 4-H Club Week for the announcement of the 4-H Club calendar of 4-H events for the year on a State, county, or local basis unless such announcement has been made at an earlier date.

#### SOME GENERAL HIGHLIGHTS

1. National, State, and local broadcasts, including transcriptions highlighting what 4-H young people are planning to do in 1947.
2. Messages to all 4-H members by high Government or State officials and other prominent friends of 4-H Club work. A number of governors are planning to issue proclamations or make suitable statements.
3. Special recognition of National 4-H Club Week in churches and schools.
4. Luncheons and dinners by sponsors of 4-H Club Work.
5. National, State, and county news, magazine articles, and feature material in weekly and Sunday newspaper editions relating to the main theme of the Week and 4-H Club accomplishments to date.
6. Use of window displays, stickers, and other material furnished by the National Committee on Boys and Girls Club Work. The National Committee will also co-operate as usual in relation to the other main activities of the Week.
7. Special 4-H exhibits, demonstrations, and posters in public places.
8. Especially featured 4-H meetings, parades, and other 4-H events.
9. Announcement of a 4-H Club calendar for year on State, county, or local basis. Such a calendar might include such items as the 4-H goals, dates of 4-H events, and local leaders' meetings.
10. Mobilization of the 4-H delegates attending the National 4-H Club Congress in helping to make National 4-H Club Week as significant as possible.

#### SOME SUGGESTIONS FOR PARTICIPATION OF FRIENDS OF 4-H CLUB WORK

National 4-H Club Week may be an opportune time for the participation of the friends of 4-H Club Work--donors, sponsors, advisers, volunteer leaders, and members of service clubs, as well as members of national, State, and local 4-H committees. All such leaders may do much to call attention to the importance of the National 4-H Club Week, as well as to assume various responsibilities in carrying out special activities during the week to reinforce any 4-H events planned. Special meetings may be held on national, State, and

local levels to report on the status of 4-H Club work, achievements to date, and to exchange ideas for the further strengthening of the work.

#### SUMMARY OF NATIONAL PLANS FOR 4-H CLUB WEEK

Nationally, this week will be featured by the most recent 4-H report by radio to the Nation, by news releases, magazine articles, exhibits, and in other ways. Special messages from the President and other high-ranking officials will be sent to all State club leaders. Fact sheets for use of editors and others will also be prepared and sent. What 4-H Club work is, its peacetime goals, and plans for the future will be highlighted. Some special National 4-H broadcasts have already been arranged. Announcements will be made later. The cooperation of several other agencies as well as a number of commercial concerns has been assured.

As is customary, the National Committee on Boys and Girls Club Work will cooperate to the full in (1) furnishing supplies such as 4-H posters, stickers, slogan cards for window displays, colored slides with narration, various transcriptions featuring the 4-H Club program, and phonograph records; (2) helping to get 4-H announcements on commercial radio broadcasts; (3) interesting commercial concerns in taking part in the observance of the Week; and (4) supplying material for use in magazines and farm papers.

#### SUGGESTED STATE PLANS FOR THE WEEK

Definite plans for the observance of National 4-H Club Week will no doubt be available from each State office for the use of all county extension agents and local leaders. In many States there will be special statements by high-ranking officials including proclamations or statements by governors. In many States also, clergymen will be encouraged on Sunday, March 2, or Sunday, March 9, to call attention to the values of the 4-H Club program, particularly in the development of leadership and a sense of home and community responsibility as emphasized in the 4-H Club pledge and the 10 4-H guideposts as well as in the 4-H citizenship pledge. In addition, the program itself will be emphasized particularly in helping farm boys or girls to produce needed food supplies for our men still in the armed forces and for the less fortunate peoples of other countries. Reports indicate that special plans are now under way in most States to enroll in 4-H Club work those eligible boys and girls not yet reached. Reports also indicate that the aid of many State agencies and other organizations has been obtained in connection with 4-H Club activities being planned.

#### GENERAL SUGGESTIONS FOR OBSERVANCE OF NATIONAL 4-H CLUB WEEK ON A COUNTY OR COMMUNITY BASIS

Locally, observance of this week will attract attention again to the more recent accomplishments of 4-H Club members already highlighted, at least in part, during the observance of 1946 National 4-H Achievement Week. It will provide an opportunity for 4-H Clubs to prepare for the remainder of 1947 in a more effective way than ever before. This week will give every 4-H member another opportunity to rededicate himself to the ideals embodied in the 1947 Club theme, in the 4-H Club pledge, the 10 4-H guideposts, and the 4-H citizenship pledge; to reaffirm his intention of carrying out the 1947 goals already set; and to enlist new members in helping to live in a peaceful world through serving to the full in the home, on the farm, and in the community. It will mean much to many rural young people to be able to participate in a recognized way in a 4-H program.

that provides an opportunity for them to analyze their own situations within the framework of the 10 4-H guideposts and that will, in turn, help them to meet their own needs and interests. Definite responsibilities should be given every local leader in helping to make the 1947 National 4-H Club Week as effective as possible. The general suggestions for the observance of National 4-H Club Week include:

1. Information about the 1947 National 4-H Club Week in weekly papers, extra editions, editorials, and advertisements.
2. Opportunity provided 4-H members to become familiar with the 10 4-H guideposts; to use these in analyzing their own situations and checking up on the progress of their work to date; to reaffirm their intention of attaining their 1947 goals; and to rededicate their Heads, Hearts, Hands, and Health in working together for a better home and world community.
3. Inventory of young people eligible for 4-H membership in every community in keeping with a man for the community, showing the homes of those not enrolled.
4. Some responsibility placed on every 4-H member in reaching those eligible for 4-H membership.
5. 4-H exhibits, including window displays in local banks or store windows.
6. 4-H demonstrations in local store windows or community meeting places.
7. 4-H posters or stickers for use on windows in homes or on farm gates of 4-H members.
8. 4-H posters in town hall, post office, local bank, local theaters, or other public places.
9. Use of stickers on menu cards in leading hotels.
10. Some observance of National 4-H Club Week in local churches either on March 2 or March 9.
11. Assembly programs on 4-H theme, exhibits, and use of loud speaker systems in schools regarding 4-H Club work.
12. Local 4-H parades and other 4-H events.
13. Motion pictures of 4-H Club work in local theaters; use of 4-H transcriptions or 4-H colored slides.
14. Participation of 4-H Club members in adult programs, reporting what has been accomplished and what is being planned for 1947, especially in connection with the 1947 theme, "Working together for a better home and world community."
15. Announcement of 4-H Club calendar for year, including such items as 4-H goals, dates of 4-H events and local leaders' meetings, and plans for ensuing year.
16. Announcement of names of new members enrolled since the 1946 National 4-H Achievement Week.

17. Recognition of local 4-H leadership.
18. Publication of letters from former 4-H Club members in local papers.
19. Use of 4-H flags and banners.
20. Wearing of 4-H uniforms, 4-H insignia on arms, and special 4-H pins.

SOME SUGGESTIONS FOR SPECIAL 4-H  
MEETINGS DURING NATIONAL 4-H CLUB WEEK

Use of town hall or some other community place.

4-H exhibits on display, as well as 4-H posters and pictures illustrating work done.

All parents and neighbors of 4-H members encouraged to attend.

Possible program features:

4-H music

Pledge of allegiance and 4-H Club pledge

Feature speakers at local meetings

Statement of 4-H goals set up locally and progress made toward attaining them, especially in relation to the 10 4-H guideposts; reference to national 4-H goals in connection with the present peace-time situation.

Some 4-H ceremony to help members to live up to the ideals embodied in the 4-H Club pledge, particularly in relation to the 10 4-H guideposts.

Such a ceremony might well be developed by the members themselves.

Public demonstrations showing what can now be done locally to help carry out the 4-H Club theme.

Report of new members enrolled since National 4-H Achievement Week, followed by a 4-H admission ceremony.

Report of special 4-H activities to date by 4-H members.

Announcement of plans for special 4-H programs for the 15 to 21 age group.

4-H citizenship ceremonial.

SOME SUGGESTIONS FOR LOCAL 4-H PUBLICITY

1. Provide editors of local papers with material on the challenge to 4-H members in relation to the general theme accompanied by information on national and local 4-H accomplishments. Stories of outstanding achievements of 4-H members are especially effective.
2. Consult managers of local stores about window displays. Some have special plans already under way. Furnish products canned or grown by 4-H members. Garments made or remodeled by 4-H members may also prove effective.
3. Send circular letters to all local leaders, presidents of clubs, and parents of club members, acquainting them with plans for National 4-H Club Week and what they are expected to do. Circular letters concerning National 4-H Club Week may also be sent to 4-H members. Main items from the manual might be included in such circular letters.

4. Make contact with local broadcasting stations regarding special 4-H programs during National 4-H Club Week, highlighting the main 4-H theme, the 10 4-H guideposts, achievements of local 4-H members, as well as the extent of 4-H Club work today.
5. Plan with local 4-H leaders various ways of reaching more young people with the 4-H program. Make special announcement of those enrolled during the week.
6. Announce 4-H Club calendar and plans for ensuing year, as formulated by the 4-H Clubs of the country.
7. Put 4-H posters and 4-H window cards in public places throughout the county.
8. Obtain the cooperation of the clergy of local churches and the teachers in local schools. Supply them with information regarding National 4-H Club Week and 4-H plans for the ensuing year.
9. For other suggestions, refer to previous manuals on National 4-H Club Week which may be in the county extension files.
10. In local publicity, it may prove effective to use the illustrations at the end of the circular on the observance of National 4-H Achievement Week distributed to each county in September 1946.

#### SUGGESTIVE HEADLINES FOR ARTICLES IN PAPERS

The President's Message to the 4-H Clubs of the Nation  
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National 4-H Week Is Observed by All 4-H Clubs of the Nation.  
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National 4-H Club Week Starts March 1.  
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The Theme, "Working Together for a Better Home and World Community" Features the 1947 National 4-H Club Week.  
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National 4-H Club Activities Are Planned for March 1 to 9. Window Displays, Posters, and Radio Tell of Work. Vesper Services to End Week.  
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Enroll Now! Through Your Local County Extension Agent  
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4-H Club Boys and Girls Go Into Action  
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1947 4-H Club Week Programs Announced  
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Cooperate with the Youth of Your Community in Observing National 4-H Club Week March 1 to 9.  
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Governor \_\_\_\_\_ Proclaims 4-H Club Week March 1 to 9  
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1,700,000 Club Members Celebrate National 4-H Club Week  
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County 4-H'ers Active in National 4-H Club Week  
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The Future of America--(name) County 4-H young people are working together for a better home and world community.

## MATERIALS FOR CIRCULAR LETTERS

Many itemized suggestions contained in this manual regarding the observance of National 4-H Club Week can be issued to advantage in letters to local leaders, presidents of clubs, and parents of club members. Reference may also be made to previous manuals in which suggestive circular letters are included. The President's message and other materials will be ready for distribution by February 1.

### SOME 1946 TOTAL NATIONAL 4-H CLUB RESULTS

4-H members worked for world peace and helped to build it in keeping with their ten 4-H guidenposts:

1. DEVELOPING TALENTS FOR GREATER USEFULNESS.
2. JOINING WITH FRIENDS FOR WORK, FUN, AND FELLOWSHIP.
3. LEARNING TO LIVE IN A CHANGING WORLD.
4. CHOOSING A WAY TO EARN A LIVING.
5. PRODUCING FOOD AND FIBER FOR HOME AND MARKET.
6. CREATING BETTER HOMES FOR BETTER LIVING.
7. CONSERVING NATURE'S RESOURCES FOR SECURITY AND HAPPINESS.
8. BUILDING HEALTH FOR A STRONG AMERICA.
9. SHARING RESPONSIBILITIES FOR COMMUNITY IMPROVEMENT.
10. SERVING AS CITIZENS IN MAINTAINING WORLD PEACE.

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1. 4-H members produced and conserved food to make more food available for famine relief. 1/  
Victory garden products . . . . . 150,000 acres  
Poultry products . . . . . 11,000,000 birds  
Livestock . . . . . 750,000 head  
Food crops . . . . . 350,000 acres  
Food prepared or served . . . . . 20,000,000 meals  
Products canned . . . . . 33,000,000 quarts  
Food brined . . . . . 250,000 gallons  
Food dried or cured . . . . . 3,000,000 pounds  
Food stored or frozen . . . . . 10,000,000 pounds

2. They guarded their own and their community's health by --  
Having periodic health examinations.  
Checking and improving their food and health habits.  
Preparing meals in keeping with nutritional needs of the family.  
Training in first aid and home nursing.  
Removing farm and home accident hazards.  
Improving home and community health conditions.
3. They served at home for those in the armed forces and helped city boys and girls to break into farm work by --  
Carrying on better methods and demonstrating these methods.  
Participating in fire-prevention activities.  
Repairing and remaking clothing.  
Canning, drying and storing needed food supplies.  
Increasing farm fuel supplies.  
Caring for and repairing farm machinery.

4. They collected money, food, clothing and other needed supplies for those in distress in distant lands.
5. They helped to interpret the Nation's peace-building programs to the community.
6. They learned to have a deeper appreciation of the democratic way of life by practicing democracy at home and in their club and community.
7. They discussed at club meetings some of the important social and economic forces now at work and the steps to take in developing the good-neighbor spirit at home and abroad and in helping to build an enduring peace.

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1/ Totals are based on estimates from State club leaders' reports.

